



# UNITED CEREBRAL PALSY OF SARASOTA-MANATEE AND SOUTHWEST FLORIDA, INC.

PETE MARSH, R.F.T.  
President

WENDY MANN RESNICK  
Executive Director

October 19, 1994

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Honorable Reed E Mundt, Chairman  
Federal Communications Commission  
1919 M Street, NW - Room 814  
Washington, DC 20554

Sir:

It is with much concern and a heavy heart that I write to you about the disaffiliation of the ABC network from WWSB Channel 40 in Sarasota, Florida.

As the Executive Director of United Cerebral Palsy of Sarasota-Manatee and Southwest Florida for the past 12 years I have had the privilege and honor of working with the administration and staff of Channel 40 in producing our local telethon. Our show is produced in conjunction with the national Star-athon, A Weekend With the Star Telethon for United Cerebral Palsy on ABC television. During the eleven years of our show in Sarasota we have raised \$2,405,000 for programs and services for the developmentally disabled.

Our entire agency and the hundreds of people with disabilities that we serve each year are dependent upon the local telethon as our main source of revenue.

There are no other networks in our community to air our show and it is not financially feasible to access Tampa or the Ft Myers market. Almost all our donation dollars are raised here in Sarasota and Manatee counties.

As the mother of a multi-handicapped child with cerebral palsy, mental retardation, epilepsy and hyperactivity, I know firsthand how important United Cerebral Palsy is to the families of our community. United Cerebral Palsy cannot survive the loss of our only network, WWSB Channel 40.

This station has been part of our community for 23 years, not only covering our news and weather, but really participating in local activities. They are as much a part of the Sarasota and Bradenton area as anyone of our citizens.

On behalf of the hundreds of developmentally disabled children and adults we serve and the community at large, please consider the ramifications to all of us if we loose our ABC affiliate at WWSB Channel 40. We need the ABC network on WWSB Channel 40 for our community to continue to thrive and grow.

Thank you for taking the time to read my letter. I look forward to your decision with high hopes that you will do what is in the best interests of Sarasota, Manatee and Southwest Florida.

Sincerely,

*Wendy Mann Resnick*

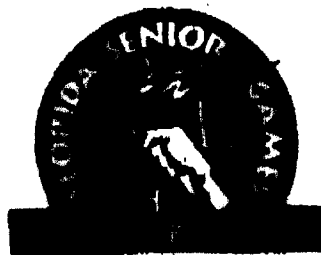
Wendy Mann Resnick  
Executive Director

WKR:deb

cc: Sam Antar, Esq., Counsel for Capital Cities/ABC, Inc.  
Donald Zeifang, Esq., Counsel for Scripps Howard Broadcasting  
Walter Crumley, President & General Manager, WWSB Channel 40  
Senator Connie Mack  
Senator Bob Graham  
Congressman Porter Goss  
Congressman Dan Miller

PROVIDING  
SERVICES  
TO THE  
DEVELOPMENTALLY  
DISABLED

Midtown Plaza - 1227 S. Tamiami Tr., Sarasota, FL 34239



Honorable Reed E. Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW Room 814  
Washington, DC 20554

October 11, 1994

Dear Mr. Hundt:

On behalf of the Florida Senior Games State Championship, Florida Governor's Council on Physical Fitness and Sports, and the Sunshine State Games Foundation, I would like to express my disappointment upon hearing that ABC would drop their affiliation with WWSB, Channel 40 in Sarasota, Florida.

The Florida Senior Games State Championship has been held in this area for three years (and may be held in this area for years to come). Each year the staff of WWSB has given pre-event and during-event coverage. This year they will be covering an anticipated 2500 Senior Athletes from many parts of the country competing in 20 event in order to qualify for the United States Senior National Organization (USSNO) National Sports Classic in San Antonio, Texas.

In the past, WWSB has covered these events thoroughly with the utmost professionalism. Other stations in the nearby Tampa Bay viewing area have covered only the opening ceremonies. To dissolve this affiliation would diminish the impact ABC and WWSB has on this event and the value it represents to our participants.

We hope you will consider the significance of local television to its viewers, WWSB's involvement with the community and the coverage of stories that are of greater concern to the viewers. Hopefully these factors will lead you to retain the ABC affiliate with WWSB Channel 40 in Sarasota.

**NationsBank**  
founding sponsor



Sincerely,

Rebecca A. McQuillen  
Florida Senior Games State Championship Director

cc: Donald P. Zeifang, Esq.  
Sam Antar, Esq.  
Stan Crumley



P.O. Box 1061, Bradenton, Florida 34208, 813/745-3082

Honorable Reed E. Hundt, Chairman  
Federal Communications Commission  
1919 M Street, NW Room 814  
Washington, DC 20554

October 11, 1994

Dear Mr. Hundt:

The Gulf Coast Senior Games Board of Directors would like to express our disappointment upon hearing that ABC intends to drop their affiliation with WWSB, Channel 40 in Sarasota, Florida.

The Gulf Coast Senior Games has been held in this area for five years. We have grown steadily from 300 to 1200 participants. Last year we added WWSB Channel 40 as a sponsor. With their involvement and coverage, we were able to reach a greater portion of our senior population getting them involved in this event. We anticipate more participants this year because of their coverage and sponsorship.

WWSB Channel 40 did promotions of the event, senior athlete highlight stories the week prior to the games, live coverage and results information on the sports segments. To dissolve this affiliation would diminish the influence ABC and WWSB has on this event and the value it represents to our participants.

WWSB Channel 40 calls themselves "The Home Team" and they truly are because of their involvement with the community. The Gulf Coast Senior Games is one of many community activities where their exposure makes a real difference.

Placing this ABC affiliate in Tampa would result in losing a large viewing audience in this area. Bradenton, Sarasota, Venice and other surrounding cities would not have local coverage of events if Tampa were to become the ABC affiliate. (I know from personal experience of unsuccessfully trying to get other network's affiliates with a viewing audience that extends into this area to cover local events). If there is no local news, viewers can watch CNN, CNN Headline News and the Weather Channel to find information that will be just as relevant as any story coming from Tampa.

We hope you will consider the impact of local television, WWSB's involvement with the community and the coverage of stories that are of greater concern to the viewers. Hopefully these factors will lead you to retain the ABC affiliate with WWSB Channel 40 in Sarasota.

Sincerely,

Rebecca A. McQuillen  
Gulf Coast Senior Games Board of Director, President

cc: Donald P. Zeifang, Esq.  
Sam Antar, Esq.  
Stan Crumley

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October 13, 1994

Honorable Reed E. Hundt  
Chairman  
Federal Communications Commission  
Room 814  
1919 M Street, NW  
Washington, DC 20554

Dear Chairman Hundt:

I am writing in regards to the loss of affiliation by Station WWSB Channel 40 in Sarasota Florida with The ABC Broadcasting Company.

WWSB has been and still is dedicated to promoting community and political news in addition to actively participating in serving the needs of local charities. The loss of these functions would create a serious void in that their station is the only one providing such services to the Sarasota, Manatee, Venice Communities. How we would function in a disaster or serious emergency is a difficult question to answer.

Tampa is a different community entirely from Sarasota as is Fort Myers and having these stations serve our needs is the same as having stations piped in from Cleveland and Indianapolis.

Public Communications is as important as the utilities and those that provide this service must do so responsibly. The decision to disconnect Station WWSB is an irresponsible act and lacking in consideration for the people of this community.

I am requesting that the FCC disallow this discontinuance of service and allow our station to continue supplying the communication needs of the people of Sarasota, Manatee and Venice.

Sincerely,

*Roy McBean*

Roy McBean  
Board Member

CC: Sam Antar, Esq.  
Stan Crumley  
Donald P. Zeifang, Esq.



**BOYS & GIRLS CLUBS  
OF SARASOTA COUNTY, INC.**

**BOYS & GIRLS CLUBS  
OF SARASOTA COUNTY, INC.**  
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Sarasota, FL 34237  
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COPY

Merritt C. Ludwig

1704 Pelican Cove Rd. • TR 139

Sarasota, FL 34231-6760

(813) 966-6914

October 14, 1994

Honorable Reed E. Hundt, Chairman  
Federal Communications Commission  
1919 M Street NW - Room 814  
Washington, DC 20554

Dear Chairman Hundt:

Re: ABC Network Affiliation for WWSB, Channel 40, Sarasota, FL

As a resident of Sarasota and a regular viewer of its local programming as well as some of its ABC network offerings I wish to support WWSB's appeal to the FCC for assistance in retaining its ABC affiliation. Sarasota viewers should not be victimized by ABC's manipulative actions to serve its business interests in other cities.

WWSB is the only television station in Sarasota with a network affiliation. As you well know, without a major network affiliation a local station lacks the resources to provide a strong local news service to its viewers. This is especially true when the station is based in a secondary size market such as Sarasota. This injury to WWSB's position is of primary interest to me and to thousands of others in the Sarasota County area. To be sure, we can receive network services from Tampa based stations (including ABC's rival networks), but the local programming of Tampa stations focuses exclusively on the Tampa community, scarcely mentioning Sarasota.

The loss to WWSB of ABC (or other major network affiliation) inevitably means a loss of high quality local news reporting to the 250,000 viewers in Sarasota County as well as to thousands of others in the counties adjoining Sarasota who are also outside the primary interests of Tampa stations. Therefore, I urge you to help WWSB retain its major network affiliation.

Sincerely,

Merritt C. Ludwig

Copy ✓ Sam Antar, Esq., Counsel for Capital Cities/ABC, Inc.  
Donald P. Zeifang, Esq., Counsel for Scripps Howard Broadcasting Co.  
Stan Crumley, Pres. & General Mgr., WWSB

## **Diamondback's COMPUTER WAREHOUSE**

**7222 S. Tamiami Trail**

**Sarasota, FL 34231**

**Sales : (813) 925-7222**

**Service : (813) 925-4454**

**Fax : (813) 921-5427**

Honorable Reed E. Hundt  
Chairman  
Federal Communications Commission  
Room 814  
1919 M Street NW  
Washington, DC 20554

October 23, 1994

Dear Mr. Hundt;

I am the president of a small Sarasota Florida business, and I have to disagree strongly over the loss of ABC affiliation for our local television broadcast station, WWSB Channel 40.

✓ The most devastating loss to the 18,000 area businesses, including my own, will be the inability to purchase advertising that serves the area markets at a rate commensurate with market size. WWSB is our only source of major network programming that originates from our market center, which consists primarily of Bradenton, Sarasota, and Venice.

Tampa businesses do not serve our communities, nor can we reasonably serve the greater metropolitan Tampa area, simply based on the distances involved. The vast majority of the 18,000 businesses in our area are small, you simply will not find many Fortune 500 companies here. Virtually none of the local advertising is done by companies with multiple locations, that could benefit from this "additional coverage."

If ABC is allowed to cut off our local programming and force us to become part of the greater Tampa area's broadcasting, we will be required to pay advertising rates essentially triple or quadruple what we do now. Moreover, we will not experience any advantage in market size, as few Tampa residents will feel the necessity to call "Joe's Carpet" on Main Street, in Sarasota, only 1-1/2 hours drive away . . .

Diamondback's Computer Warehouse has successfully advertised on WWSB's ABC programs for years, but our company, for one, could not possibly afford the rates that emanate from and include the Tampa marketplace. It will without question stop all of our televised broadcast advertising. This will probably also mean the end of our business.

Perhaps equal in devastation will be the loss of our local news and weather coverage. Without network affiliation, most of us realize that it becomes nearly impossible to maintain an adequate news operation. With the exception of the few "Superstations," local news is poor to nonexistent on independent stations.

There is no one, specifically not anyone, that provides televised Sarasota, Bradenton, and Venice news coverage other than WWSB. Their trucks and Mini-Cams are seen scooting around our cities day and night. I, and I doubt any other Sarasota resident, have ever seen a WFTS news team covering anything, much less anything of local importance to our residents on our streets. From coverage of our food fairs, to (i.e.) District 09 political candidates, to interviews with our school and hospital boards, to city commission coverage, no one else, least of all WFTS, has shown any interest whatsoever.

Over 100,000 people, and several thousand small businesses depend on WWSB's local news and community coverage, and availability of advertising priced to fit the market size. Please reach a decision that allows for fair response to our community's needs.

## **Diamondback's COMPUTER WAREHOUSE**

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**Sales : (813) 925-7222**

**Service : (813) 925-4454**

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Whether or not there are any improprieties involved in the ABC/Scripps Howard private dealings, the loss of the WWBB/ABC affiliation would be devastating to our community. I hope you will see fit to prevent this wrong from occurring.

Sincerely,



**Kenneth C. Kinski**

**president, Diamondback's Computer Warehouse**

**cc:**

**Sam Antler, Esq.  
Counsel for Capital Cities/ABC, Inc.  
77 W. 86 Street  
New York, NY 10023**

**Donald P. Zeffang, Esq.  
Counsel for Scripps Howard Broadcasting Co.  
1050 Connecticut Avenue, NW  
Washington, DC 20036**

**Stan Crumley  
President & General Manager  
WWBB, Channel 40  
5725 Lawton Drive  
Sarasota, FL 34233**

## O.K. and Judy Houston

1211 Capri Isles Blvd. #141  
Venice FL 34292

October 14, 1994

Honorable Reed E. Hundt  
Chairman, Federal Communications Comm.  
Room 814  
1919 M Street NW  
Washington DC 20554

Dear Mr. Hundt:

We are contacting you to express deep concern over the ability of the ABC-TV network to disaffiliate from WWSB-Channel 40 TV in Sarasota, FL.

Channel 40 is the only affiliate of any network in this city and has the only full-scale news operation serving Sarasota but also Venice and Bradenton. That activity provides several critical benefits. The severing of that affiliation would eliminate these benefits:

- Channel 40 is the only broad-based communications that serves all community segments. There is an excellent NY Times regional newspaper in Sarasota but cost and culture dictate it will not reach those with lower incomes and education and many of the elderly.
- The Sarasota area, like other coastal areas in Florida, is a magnet for retirees and younger folks who want to work where they'd like to play. Channel 40 newscasts and local programming are a daily "glue" that help newcomers form ties with their adopted community. In lieu of major corporate employers and neighbors with lengthy residential histories, local television becomes a major factor in the familiarization process.
- WWSB-TV is a positive force in the community beyond reporting the news. They have an active and effective crime stoppers program in effect. They are frequent participants in charity activities, help promote a wide variety of cultural activities, and are a cornerstone for the Sarasota quality of life.

It would not be possible, financially or practically, for an affiliate based in Tampa or Fort Myers to replace what Channel 40 is now doing. There is no other local affiliate here to pick up the slack.

I hope that the FCC will intervene on behalf of retaining the ABC affiliation for WWSB here in Sarasota. To make any other decision would be an endorsement of big broadcasting over the needs of the local community. Clearly, this would not be the free market at work but the greed factor where communications is just another financial deal.

O.K. "Sam" and Judy Houston





October 17, 1994

Honorable Reed E. Hundt, Chairman  
Federal Communications Commission  
Room 814, 1919 M Street NW  
Washington, D.C. 20554

Dear Mr. Chairman:

Television station WWSB, Channel 40, in Sarasota, Florida has been a good and faithful servant to ABC for 23 very profitable years. ABC is now attempting to sever this relationship and to abandon this community and its environs without cause and for purposes of padding its pocketbook in far-off places like Cleveland, Ohio and Detroit, Michigan. It is a classic case of corporate faithlessness, philandering, disloyalty and cruelty comparable to a profligate husband (like a wolf in cheap clothing) who abandons his loving, unselfish and caring wife for a bimbo that he met at an affiliate's convention. I write you today to ask you to keep this unfair and unjustified abandonment from taking place.

ABC's flimsy and almost laughable defense of this proposed move is that the Sarasota area can be served by an outlet in Tampa. We are no more related to Tampa or a part of the Tampa area syndrome than Scarsdale, New York is a part of the Los Angeles area. We have an identity totally our own and totally different from Tampa. Trying to compare Tampa to Sarasota is like trying to compare a lightning bug to lightning. Sarasota County is first in the nation in the percentage of its population participating in stock and bond investments, first in the nation in arts and cultural events, first in the nation in number of golf courses per capita (and I can't break ninety on any one of them!), first in Florida and fourth in the nation in per capita income and on and on.

Sarasota is an affluent, cosmopolitan, sophisticated, culturally attuned, well educated, high-tech mecca and the list of our full or part time residents reads right off the top of the Forbes' list



and includes a galaxy of movie stars and personalities, top athletes from every sport (baseball, tennis, golf, football, swimming, etc.), journalists, best selling authors and the parents of all of the above. We have a college which in nearly all representative surveys is rated the best buy of all the institutions of higher learning in the United States. We have an internationally acclaimed French Film Festival (in Tampa they can't even spell French Film Festival) and our business community is in a constant drum-beat of a devotion to motion in international trade, manufacturing and in the service economy.

What I am trying to say, Mr. Chairman, is that we need and deserve to have a viable local television channel which serves Wat Hanks, Jello Malone, Sammie Ondula and all the rest of us ordinary folks who depend on a public utility which knows us, understands us, lives with us and provides for us. For example, our weather is totally different and distinct from Tampa - only WWSB tells us about hurricanes, tornados, flooding, severe storms, etc. WWSB is our only source for coverage of our local governmental units including those having the responsibility for public safety and law enforcement. The people at WWSB know us, our problems, our concerns, our hopes and dreams - I'll bet Jim Jackson knows every shark at the Mote Marine Research Laboratory by its first name. Incidentally, Mote Marine is doing extensive and very promising work looking toward a cure for cancer.

At one time in my active career I served as General Counsel to the Tennessee Public Service Commission (which regulates public utilities, railroads, etc.) and therefore I know something about the responsibilities you have and at the same time the opportunities you have to protect the citizens of the country from a fog-bank of insouciance such as ABC has put on display in this situation. On the basis of its record and the needs of its "count-on-it" audience, WWSB should be a noli me tangere operation.



Since in my own experience, in evaluating a recommendation or a suggestion it is important to know something about the source, I will immodestly mention that among other things I have served as the Secretary of State of Tennessee, as General Counsel to the Southern Governors Conference, as a member of the House of Delegates of the American Bar Association, as president of the National Association of Bar Executives and as president and chairman of the board of Corporate Concepts Inc. I have been listed for many years in Who's Who in America, World Who's Who in Industry and Commerce and other such publications.

It is fourth and one for us, sir, and we will deeply appreciate your giving consideration to our plea.

Sincerely yours,

G. Edward Friar

cc: Sam Antar, Esquire - Counsel for Capital Cities/ABC Inc.  
Donald P. Zellfang, Esquire - Counsel for Scripts-Howard Broadcasting Co.  
Stan Crumley, Pres. & Gen. Manager - WWSB Channel 40

October 13, 1994

Honorable Reed E. Hundt  
Chairman  
Federal Communications Commission  
Room 814  
1919 M. Street, NW  
Washington, DC 20554

Dear Mr. Hundt:

I currently live in Sarasota, FL, moving here originally from Detroit, MI eleven years ago. The thought that WWSB Channel 40 may lose its ABC affiliate is a real threat to everyone in Sarasota who depends on Channel 40 for their local news. I moved to Sarasota because it was a much smaller town than Tampa, and I tired of the big city life. I'm now a member of a friendly community, not a number on the assembly line.

I rarely get to Tampa or St. Petersburg, and have only been to Clearwater once in eleven years. My area to shop, relax, travel and work in is the Sarasota, Bradenton, Venice area. I always watch the news of WWSB Channel 40 to find out what is going on in my neck of the woods. As a single working Mom, I can't afford the time nor money to travel to Tampa for events of interest to my family.

I am concerned about the schools in Manatee county. The little everyday happenings may be trivial to you and Tampa Bay, but my daughter's education is worth taking note of everyday, and Channel 40 reports on these issues. When Channels 8, 10 and 13 report on schools, it's schools I've never heard of and they leave us out completely. Local election results? Sarasota might be mentioned on the other stations if they don't run out of time. Channel 40 gives our results first, as it should be, because this is where we live and vote.

Rapist loose in Tampa? Not of immediate concern to me in Sarasota, but rapist loose in Bradenton or Sarasota? I need to know this immediately. If Channel 40 is taken away from us, will the Tampa stations really feel it's important enough to report, or will there be a bigger story on the stadium in Tampa that they feel more people would be interested since they report mostly to the Tampa area? I'm not blaming the Tampa stations, they need to be there for Tampa Bay too, but we are not part of Tampa Bay. We are too far away, mileage wise, for them to send reporters here everyday and night to cover our community.

I find it disgraceful that the political moves of Scripps Howard Broadcasting Co. affect the entire well being of the citizens of the Sarasota, Bradenton, Venice community. I do not understand why ABC cannot just leave our Channel 40 here, and continue to have it up in Tampa also. We currently have two ABC stations and I always watch Channel 40's for the local news updates, dangerous weather alerts, etc. If you take that away from me, you are truly endangering the lives of all Sarasotans. By the time Channel 10, 13 or 8 even discovers there might be an escaped convict in Sarasota, or a tornado spotted off Sicsta Key, we could already be facing the danger head on. Whenever there is threatening weather outside, all I have to do is turn on Channel 40 to check for the weather alert in the upper right hand corner of the screen. I am quickly warned and can take immediate action.

Everyone has their favorite TV shows on ABC, NBC and CBS. They will always turn to whatever station is carrying their favorite show. The real question here is local news and important news break-ins.

Please don't take away the WWSB affiliate of ABC. I depend on them, every single day of my life.

Thank you.

Sincerely,

*Brenda S. Fisher*

Brenda S. Fisher  
7837 Eagle Creek Drive  
Sarasota FL 34243

cc: Sam Antar, Esq.  
Counsel for Capital Cities/ABC, Inc.

Donald P. Zeifang, Esq.  
Counsel for Scripps Howard Broadcasting Co.

Stan Crumley  
President & General Manager, WWSB

2534 Arlington Street  
Sarasota, FL 34239  
October 12, 1994

Honorable Reed E. Hundt, Chairman  
Federal Communications Commission  
Room 814  
1919 M Street, NW  
Washington, DC 20554

RE: ABC and WWSB, Channel 40, Sarasota, FL

Sir:

I am writing to encourage you to consider the many contributions WWSB, Channel 40, makes to our community as you decide the fate of the station. Channel 40 has supported our local community for twenty-three years. They tell our local good news and not so good news. When our local high school baseball team was national champions two years in a row, Channel 40 was there to highlight the accomplishments of our local boys. When our local Catholic high school has its annual auction, Channel 40 presents it. When our community Crime Stoppers accent a crime, Channel 40 presents it.

While I am sure television stations in the Tampa Bay area support their communities equally as well, Tampa Bay communities are not our communities. Their high schools are not ours; their United Way is not ours; their Girls and Boys Clubs are not ours; their interests are not ours.

We do not shop in Tampa or St. Petersburg stores so their advertisements are not helpful to our community. It is important for us to know our local auto dealerships, bakeries, funeral homes and insurance agencies, not Tampa's.

Our congressional representative is not the same as Tampa's. Our School Board is not the same; nor are our state legislators and county commissioners the same. The political debates of local interest in Manatee and Sarasota Counties will not be addressed by any Tampa Bay area television station.

Of course network affiliation is not a requirement for local interests to be met, as I am sure it will be argued. However, we have another local station without affiliation. There is ample evidence that station has been unable to provide our communities with the services Channel 40 provides because the cash flow for an independent station in a small market such as ours is not feasible.

Please require ABC to keep its contract with Channel 40. Channel 40 has been an asset to the Sarasota/Bradenton/Venice area and we need the station to continue to be viable.

Thank you for your consideration.

Sincerely,

*Rebecca v Ferguson*

Rebecca v. Ferguson  
Interested Citizen and Voter  
of Sarasota County, FL

cc: Sam Antar, Esq.  
Counsel for Capital Cities/ABC, Inc.  
77 W. 66 Street  
New York, NY 10023

Donald P. Zelfang, Esq.  
Counsel for Scripps Howard Broadcasting  
Baker & Hostetler  
1050 Connecticut Avenue  
Washington, DC 20036

Stan Crumley  
President & General Manager  
WWSB, Channel 40  
5725 Lawton Drive  
Sarasota, FL 34233

P. 17

**Sarasota County V.O.A.D.**  
*Voluntary Organizations Active in Disaster*  
County Administration Center  
101 S. Washington Blvd., Room 304  
Sarasota, FL 34236  
Tel. (813) 951-5283  
Fax: (813) 366-7383

October 12, 1994

Hon. Reed E. Hundt  
Chairman  
Federal Comm. Commission  
Room 814  
1919 M Street NW  
Washington, DC 20554

Dear Honorable Hundt,

My organization was very concerned upon hearing that WWSB, Channel 40 would lose it's affiliation with ABC, resulting in loss of local Sarasota County local coverage of events.

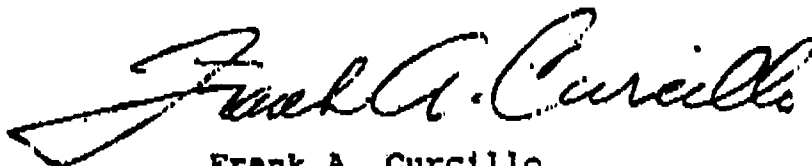
As a disaster response agency, we are concerned with weather conditions, especially hurricane awareness and locations of the storm routes. Sarasota would lose this weather awareness coverage to a Tampa station, which would stress Tampa weather conditions and not Sarasota. Approximately 260,000 citizens are affected.

In addition we would lose local announcements in post disaster events, by WWSB TV 40, of the need for volunteers, where to report, need for community support, lose local reports of damaged areas and special disaster announcements; which WWSB TV 40 provides as a public service.

In disaster response local media coverage is essential and of prime importance to this organization. We ask that the FCC insure the citizens are properly informed by having local media coverage of a local TV station.

The needs of Sarasota County are being threatened. Your oversight is requested. Thank you.

Sincerely,



Frank A. Curcillo  
Chairman,  
Sarasota County V.O.A.D.



GEORGE A. CLEMOW  
1838 STAFFORD LANE  
SARASOTA, FL 34232-8118  
October 19, 1994

TO: Honorable Reed E. Hundt  
Chairman  
Federal Communication Commission  
Room 814, 1919 M Street  
Washington, DC 20554

SUBJECT: ABC's Cancelled Affiliation with WWSB-TV

We are well aware of ABC Network's notification to WWSB-TV that their network affiliation will cease on April 2, 1995. Their basis for this action appears very illegal with the attempt to monopolize this market for the Scripps Howard WFTS UHF television station.

We have been fortunate in the Sarasota Area to have a network channel- WWSB- that provides excellent coverage of local news, weather, especially reports of severe weather, and sponsorship of local activities. Without the network support, it will be difficult, if not impossible to maintain this level of local coverage and involvement.

Tampa stations do not provide Sarasota, Venice and Bradenton with accurate local weather and news coverage. Once in a while some news story will be big enough to get the attention of the Tampa stations-maybe once a week.

Help us keep a network station in Sarasota, Venice and Bradenton!

Sincerely,

  
George A. Clemow

cc: Sam Antar, Esq.  
Counsel for Capital Cities/ABC Inc.

Donald P. Zeifang, Esq.  
Counsel for Scripps Howard Broadcasting Co.

✓ Stan Crumley  
President & General Manager  
WWSB, Channel 40

# CAMPBELL PLUMBING, INC.

3216 - 15th St. E.  
Bradenton, FL 34208  
(813) 748-6094

October 19, 1994

Honorable Reed E. Hundt  
Chairman  
Federal Communications Commission  
Room #814  
1919 M Street N.W.  
Washington, D.C. 20554

Dear Mr. Chairman:

I have been a resident of the Sarasota-Bradenton area since 1961. WWSB, Channel 40, has been my main source for local news, weather and sports since its inception.

We have several channels that transmit from the Tampa area. They barely cover any local news or events. Even their commercials do not represent my area. I am extremely concerned about the decision to terminate WWSB's affiliation with ABC. Doing so will effectively cut my area off from local news coverage. I can remember what news coverage was like before WWSB, Channel 40. None of the Tampa stations were concerning about our county government news, local weather bulletins, high school sporting events, local entertainment, etc.

Please consider the fact that the Sarasota, Bradenton, Venice area is a separate market area and deserves to be treated as such. I would hate to see our area regress to the days before Channel 40. Our area and Channel 40 have both grown substantially in the last 23 years.

Respectfully,

  
Mary K. Campbell  
Office Manager

MKC/cm .

Copy to: Sam Antar, Esq.  
Donald P. Zeifang, Esq.  
Stan Crumley

18 OCT 94

Honorable Reed E. Hundt  
Chairman  
Federal Communications Commission  
Room 814  
1919 M Street NW  
Washington, DC 20554

Dear Mr. Hundt,

This letter is sent to you with a request that the FCC do what it can to stop the discontinuance of ABC's affiliation with WWSB Channel 40 in Sarasota, Florida. In my opinion, this move will do nothing but badly hinder the ability of this Southwestern Area of Florida to receive the kind of excellent TV coverage it has been getting from WWSB.

I am a local businessman in this area and I rely heavily on this channel to deliver the necessary information I need on a daily basis. WWSB has been the leader in this area for delivering the kind of news and public service information this small community needs and must rely on on.

I can't believe the FCC would allow a giant like ABC to treat a small market station like WWSB with such callous disregard for what it returns to the community. I can't believe that there is no more ethics in your business than to allow a mega system like ABC to use a station like WWSB as a pawn in the hands of another mega company like Scripps Howard to further its business in several other major TV markets not associated with our area of the country. I could care less what happens to the Cleveland and Detroit markets.

To say that we in the Sarasota area will get the same coverage from WFTS, Channel 28 in Tampa as we have from WWSB is an attack on our intelligence. WFTS doesn't even provide any local news in its own licensed area let alone pick up ours.

The final determination is in your hands, gentlemen. If you have any conscience at all; if you have any regard for what you are established to do, i.e., regulate and control broadcasting in the USA to the best possible results to the citizens of this country (and area), if you have any care at all for the smaller markets of this country, you will help us in this uneven battle. WWSB is a superior station with community ties way beyond expectation. We as citizens need this station to be affiliated with ABC as it currently is. The revenues produced because of this affiliation create such good things for this area of Florida. With a stroke of the pen, please don't take that away from us.

Sincerely,

  
David A. Campbell



**THE BETTER GOVERNMENT ASSOCIATION  
OF SARASOTA COUNTY, INC.**

P.O. Box 18483 • Sarasota, FL 34276-1483

October 24, 1994

**OFFICERS**

**PRESIDENT**

David L. Brown  
813-966-1613

**V. PRESIDENT**

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**PROGRAM**

Jeanne McElmurray

**PUBLICITY**

Cee Wellheim

Honorable Reed E. Hundt, Chairman  
Federal Communications Commission  
1919 M Street, NW, Room 814  
Washington, DC 20554

Re: Scheduled Hearing Oct. 28, 1994  
on Ch 40, Sarasota, Affiliation  
with ABC

Dear Mr Hundt,

The Better Government Association is a nonpartisan, not-for-profit organization that promotes an informed electorate through education and awareness. We inform Sarasota County voters on important public issues affecting the electorate (see brochure). We believe that an informed electorate is a critical element in the fabric of democracy. To these ends, we offer free open public forums on significant county-wide grass roots issues. The effectiveness of our education program depends mainly on direct mailing, flyers, word of mouth and the valued assistance of the local media. Our success in educating the electorate can be largely attributed to media coverage and particularly to Channel 40 pre-event coverage, public service announcements and live news coverage of our forums. The loss of Channel 40's ABC affiliation and the attendant cuts in revenue will severely impact the ability of Channel 40 to support local public awareness of grass roots issues.

ABC's proposed decision to terminate its affiliation with Channel 40 effective April 2, 1995 is a serious concern to us on two different levels. First, the reduction in revenue caused by the loss of the ABC affiliation will likely impact negatively on the extent of news event and public interest coverage and therefore will be detrimental to the public interest. The issue is that without ABC affiliation and its attendant revenues, Channel 40, WWSB will not be able to provide an acceptable level of coverage of local public interest issues. The license to operate does not inherently include the right to run roughshod over the public's right to reasonable access. We look to the FCC to provide some public justice in this arena of power and greed.

Second, We are concerned with the business practices of the Scripps Howard, owner of Channel 28 in Tampa, in influencing ABC to disaffiliate Channel 40 so that Channel 28 would have exclusive Southwest Florida coverage to include Sarasota, Bradenton and Venice. We believe that the ABC



**St. Andrew United Church of Christ**  
6908 Beneva Road, Sarasota, FL 34238-2607 (813) 922-7595

Rev. Dr. Paul J. Binder, Pastor  
Residence (813) 922-8633

Mercedes Coe  
Assistant for Family Life  
Residence (813) 921-4768

October 20, 1994

Honorable Reed E. Hundt, Chairman  
Federal Communications Commission  
Room 814  
1919 M Street, NW  
Washington, DC 20554

The Honorable Reed E. Hundt:

Re: WWSB, Channel 40, TV, Sarasota, Florida

I write to request that you mandate the American Broadcasting Company (ABC) to retain WWSB-TV, Channel 40, Sarasota, Florida, as a network affiliate. I urge you to find the means by which this can be done, for ABC has callously and greedily abandoned its responsibility as a steward of the airwaves which you have allocated it and its affiliates.

As a pastor of one of the major churches of Sarasota, and writing out of the congregation's need, there are two significant reasons for my above-stated request:

1) I/we heavily depend upon the many local community services provided by WWSB:

- the weather (during the summer storm/hurricane season and when frosts and freezes are anticipated, which, as much south of Tampa as we are, are often significantly different),
- news, especially that of local political candidates, city and county governmental business, major issues in the community (e.g., the county hospital, policing, bond and tax issues),
- area entertainment and events (oh, so many),
- public service programming and announcements (ranging all the way from school lunches to Habitat for Humanity and other human service/charitable groups), and including fund-raising events (Muscular Dystrophy, etc.),
- sports of area schools of which are youth are students and athletes (not counting professional baseball (spring training and beginning leagues),
- and, yes, the local advertising.

2) We call upon WWSB to promote and support community services provided by St. Andrew church, of which we have a number, especially in the areas of strengthening younger families with children and supporting the work of area charitable human service agencies.

Our family's personal viewing patterns is that we rarely watch Tampa and St. Petersburg stations unless such is for specific programming which we cannot get locally (such as public television or occasionally the early news). It is extremely obvious that the Tampa/St. Pete stations do not care about Sarasota and Bradenton--their local programming is more than filled with their local items--unless the issue is of state or national concern.

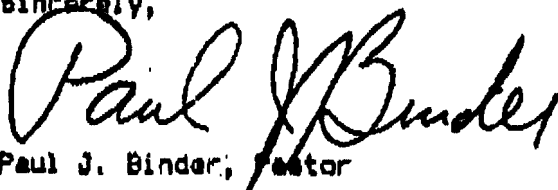
Oct. 20, 1994

Page 2

Honorable Reed E. Hundt

Without a strong, network (ABC) affiliation, little of the above would remain, leaving a drastic slash in community programming. WWSB is an important, even vital, part of our community. Keep it that way with continued ABC affiliation.

Sincerely,



Paul J. Binder, Pastor

copies to:

Sam Antar, Esq.  
Counsel for Capital Cities/ABC, Inc.  
77 W. 66 Street  
New York, NY 10023

Donald P. Zeifang, Esq.  
Counsel for Scripps Howard Broadcasting Co.  
Baker & Hostetler  
1030 Connecticut Ave., NW  
Washington, DC 20036

Stan Crumley  
President & General Manager  
WWSB, Channel 40  
6725 Lawton Drive  
Sarasota, FL 34233

231 Dragon Road  
Venice, FL 34293  
October 20, 1994  
(813) 497-1021

Honorable Reed E. Hunt  
Chairman  
Federal Communications Commission  
Room 814  
1919 M Street, NW  
Washington, DC 20554

Dear Mr. Hunt,

I am writing concerning the status of television station WWSB CHANNEL 40 which is located in the City of Sarasota, Florida. I consider this station to be my local television station.

It is my understanding that WWSB CHANNEL 40 is to lose it's affiliation with the ABC Network in April of 1995, AND IT WILL BE GIVEN TO WFTS CHANNEL 28 IN TAMPA.

I am opposed to this arbitrary move on the part of ABC for the following reasons.

1. The channel which will get the ABC affiliation for "THIS AREA" is located in TAMPA, FLORIDA. I already receive other Tampa stations, but they do not adequately serve my local area since Tampa is a least 80 miles from my home.
2. WWSB CHANNEL 40 is located in SARASOTA, FLORIDA, about 17 miles from my home. It is my local station for local news and information.
3. WFTS CHANNEL 28 IS NOT ON THE CABLE AND I DO NOT WANT TO USE AN ANTENNA. IN ADDITION, ANOTHER TAMPA STATION CANNOT SERVE SARASOTA AND VENICE AS WELL AS A LOCAL STATION!
3. I also feel that without the revenues produced by network affiliation, that WWSB CHANNEL 40 will no longer have the funds to adequately serve the Sarasota and Venice areas. We need only to look to our newest station WBSV CHANNEL 62 that came on the air a couple of years ago with great plans for news and public service programming. It had no network affiliation, and within a

very short time, the news was gone. We now have 2-1/2 minute "teasers" at station break times; and most public service programming has gone, and they are reduced to re-runs of old network shows and "B" grade movies.

I don't want to have to watch another Tampa station while there is a perfectly good one--WWSB CHANNEL 40--located right here in my area.

Sincerely yours,



Samuel E. Arlow

copies to: Stan Crumley (WWSB CHANNEL 40)  
Sam Antar, Esq. (Capital Cities/ABC)  
Donald P. Zeifang, Esq. (Scripps Howard Broadcasting)



Allsopp  
4344 Camino Madera  
Sarasota, Fl 34238

Honorable Reed E. Hunt  
Chairman  
Federal Communications Commission  
Room 814  
1919 M Street, NW  
Washington, DC 20554

Dear Chairman Hunt:

Together with the almost half million citizens of the Sarasota - Bradenton - Venice area of Florida we were shocked to learn of the proposed withdrawal of ABC from our station WWSB channel 40. We have come to depend on Channel 40 for complete coverage of our area news, sports, the arts, and community affairs in general.

Clearly without the ABC affiliation all of this will suffer greatly and an ABC station in Tampa is no substitute. Tampa news is of about as much interest to us as news of Afghanistan.

In this day of ever larger corporate mergers important community values that have made our nation great are being lost. We urge you to review this case and retain Channel 40's ABC affiliation.

Sincerely,

*Thomas Allsopp - Margaret J. Allsopp*  
Thomas and Margaret J. Allsopp

Copies to:

Sam Antar, ABC  
Donald P. Zeifang, Scripps Howard  
Stan Crumley, WWSB, Channel 40